COLUMBIA EVENING MISSOURIAN, WEDNESDAY, JUNE 1, 1921

News of Columbia Society

Iffic Queen Smith and Miss Elizabeth

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The Missouri chapter of Alpha Zeta was founded in April, 1907, by twelve men who were actively engaged in agricultural pursuits. In accordance with the national purpose, which is to further

Phi serority. Mr. Sylvester is a graduate of the University and for the last. Mrs. Leonard Haseman, 617 Lee street. iffe's work are taken into Alpha Zeta.

guest of Miss Margaret Smith, 1404 East cial hour will conclude the afternoon. Hower is the pink carnation

the birth of a son on May 15 to Mr. and friends. She will be a guest at the Mrs. Henry Bass of Enid, Okla. Mr. and Kappa Kappa Gamma house. Mrs. Bass were formerly students in the University. Mrs. Bass was Miss Roberta Mrs. O. B. Ware, 306 South Ninth Westwood Ave., at one-half the

Mrs. H. H. White and Mrs. F. C. Mrs. J. E. Thornton.

Mrs. Dudley Conley, 1404 Rosemary lane, will entertain at 1 o'clock luncheon Monday for Mrs. Harry Broadhead of St. Joseph.

will entertain at 3 o'clock Saturday afternoon for Mrs. Harry Broadbead of St.

Joseph. The members of the Knitting Club and a few other friends will be invited. There will be three tables of home yesterday.

tomorrow morning for Miss Mary Eliza-both Jameson of Fulton who is spending Prof. J. S. Ankeney, Prof. and Mrs. E. the summer here at the Dumas Apartwill be: Misses Vi ginia Hunt, Virginia Reid, Virginia Hale, Jennie Hockaday, Sabra Niedermeyer, Mary Susan Estes, Lula Moss Robnett, Mary Evans, Gladys Tandy, Grace Tan-dy, Carolyn Cotton, Anna Katherine Sykes, Rose Banks, Mabel Berry, Laura

NORTHWESTERN UNIVERSITY THE JOSEPH MEDILL SCHOOL OF JOURNALISM

-ANNOUNCEMENT-Northwestern University will offer, beginning Monday, September 19th, 1921 a two-year course, on the Evanston Campus, in the Joseph Medill School of Journalis leading to the degree of Bachelor of Sci-

ence in Journalis The School of Journalism enjoys the hearty co-operation of the various Chicago newspapers and periodicals, and provides definite practical and professional training for those who wish to enter this field

Candidates for admission to the School of Journalism must have completed two years of work in college, professional or scientific school of good standing. For bulletin describing the courses in

the School of Journalism, address

The Secretary of the School of Journal-ism, Harris Hall Northwestern University,

will entertain the members of the Margaret Elwang Circle of the Kings' Daughton and Farm House fraternities.

Miss Mary Lansing who has spent the last winter in Cottonwood, Idaho, is expected to return this evening or tomorrow will be summer with her norther, Mrs. H. S. Lansing, 300 Colege avenue.

Will entertain the members of the Margaret Elwang Circle of the Kings' Daughton and Elwang Circle of the Kings' Daughton a high council, composed of high chancellor, high censor, high treasurer, high seribe and high chronicler. The twenty-nine chapters, which are scattered all over the United States, have similar of ficers who carry on their local work. The official organ of Alpha Zeta is the Quarterly of Alpha Zeta is the Quarterly of Alpha Zeta is the Quarterly of Alpha Zeta is the Council. But the fight connection of the fratery of the council. The colors of the fratery council. The colors of the fratery council. The colors of the fratery connection of the fratery council. The colors of the fratery connection of the fratery connection of the fratery connection. year he has been teaching in the high will entertain the members of the Marmue.

Miss Pauline Smith of Lawson is the scriptural verse. Refreshments and a so-nity are mode and sky-blue, and the

Miss Helen Wilkins of Mexico, Mo., Announcements have been received of was expected to arrive today to visit

University. Mrs. Bass was Miss Roberta
Street, entertained informally last evening at bridge. The guests were: Mrs.
Inex Clark, Mrs. Oliver M. Barnett and
911A Broadway

Mrs. Frank Conley, 602 Sunford place.
Wiell will leave tomorrow for Louisians,
Mo., where they will attend the wedding
of Mrs. Louise Buffum to George Ruth
which will take place Saturday. Eugene
Mrs. Harry Broadhead. Mrs. C. C. Bowling, More's boulevard. tonia yesterday will also go with them.

The Play Reading Club entertained at Miss Virginia Harris, 605 West Broad-6:30 o'clock dinner last evening at the way, will entertain at bridge at 10 o'clock home of Prof. and Mrs. E. R. Hedrick.



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MRS. JAMESON Phone 589

Was dressed in a three-piece suit of navy Prank Meckel of Topeka, Kan., who is Peirot twill and Migel silk with gray accessories. The couple will make their home in Carrollton.

Mrs. Sylvester is a graduate of Ward Belmont in Nashville, Tenn., and for the last year she has attended the University. She is a member of the Pi Beta at Mrs. Sylvester is a graduate of Ward pha bonse last evening were: Miss last year she has attended the University. She is a member of the Pi Beta at Mrs. Sylvester is a graduate of Ward pha bonse last evening were: Miss Campbell. expect to follow some phase of it as a

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For sale a well-built brick he

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Smartly Styled and Moderately Priced Summer Oxfords

For hot weather comfort nothing can excel our cool, carefully fitted, light weight Sport Oxfords in Brown or Black Kid, also Brown or Black Suede with leather trimming of same color and white reinskin.

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Jerry couldn't understand why they were all so wrought up. All she had done had been to inform the newspapers that his engagement was broken and that his girl was to marry his friend. She had thought it all out carefully, and she just knew that everybody concerned would be much happier, if they would just be calm and

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Don't miss seeing this sparkling, clean comedy

get used to the new arrangements she had planned.

"Don't Call Me Little Girl"

ALSO

"A Game of Old Knight"

Chas. Murray, Louise Fazenda and Slim Summerville in a riot of mirth.

> HALL CONCERT ORCHESTRA Donald Cady, Director.

MUTT & JEFF

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They are indorsed by the faculty of the University of Missouri and are

Missouri Store The CO-OP



What Makes the Firefly Glow?

7OU can hold a firefly in your hand; you can boil water with an electric lamp. Nature long ago evolved the "cold light." The firefly, according to Ives and Coblentz, radiates ninety-six percent light and only four percent heat. Man's best lamp radiates more than ninety -percent heat.

An English physicist once said that if we knew the firefly's secret, a boy turning a crank could light up a whole street. Great as is the advance in lighting that has been made through research within the last twenty years, man wastes far too much energy in obtaining light.

This problem of the "cold light" cannot be solved merely by trying to improve existing power-generating machinery and existing lamps. We should still be burning candles if chemists and physicists had confined their researches to the improvement of materials and methods for making candles.

For these reasons, the Research Laboratories of the General Electric Company are not limited in the scope of their investigations. Research consists in framing questions of the right kind and in finding the answers, no matter, where they may lead.

What makes the firefly glow? How does a firefly's light' differ in color from that of an electric arc, and why? The answers to such questions may or may not be of practical value, but of this we may be sure-it is by dovetailing the results of "theoretical" investigations along many widely, separated lines that we arrive at most of our modern "practical" discoveries.

What will be the light of the future? Will it be like that of the firefly or like that of the dial on a luminous watch? Will it be produced in a lamp at present undreamed of, or will it come from something resembling our present incandescent lamp? The answers to these questions will depend much more upon the results of research in pure science than upon strictly commercial research.

General Electric General Office Company Schenectedy, N.Y.